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THE EXTENSION HORTICULTURIST

November 1, 1920.

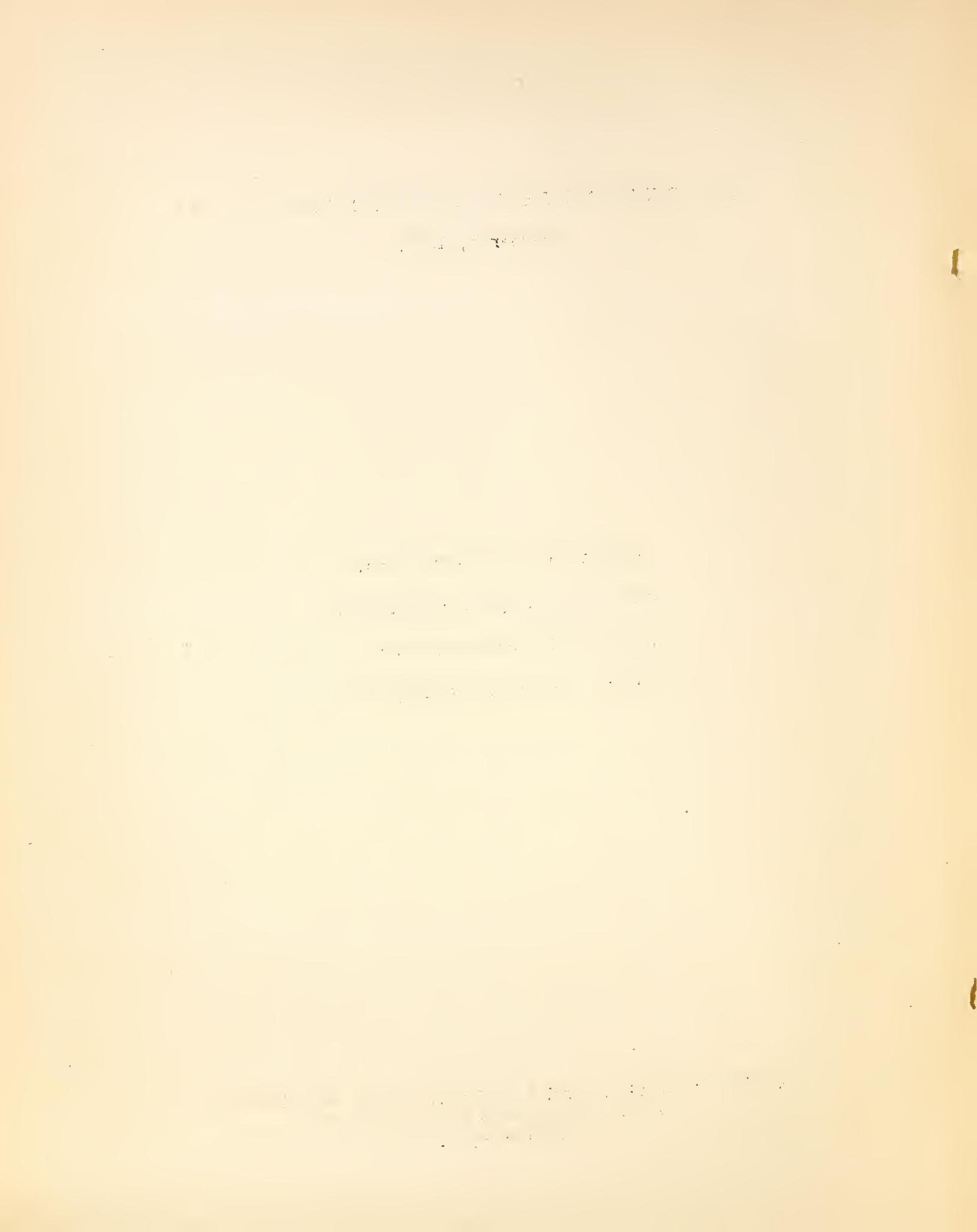
Cooperative Roadside Markets.

State and County Fair Exhibits.

Among the Extension Workers.

Recent Visitors in Washington.

Office of Horticultural and Pomological Investigations
U. S. Department of Agriculture
Washington, D. C.



COOPERATIVE ROADSIDE MARKETS.

Roadside markets and the automobile have created wonderful possibilities in the direct marketing of perishable farm products, and if properly developed may go a long way toward solving many of our present production and marketing problems. In a number of cases under observation the entire product of large fruit and vegetable farms is being sold through the home roadside market, the sales often amounting to several hundred dollars in a single day.

It would be asking too much that the roadside marketing system be absolutely perfect and at least two weak points have already been discovered and both producer and consumer need be educated to a better understanding of what constitutes a fair and just business transaction. In the first place the producer often charges more for his products at the roadside market than the quoted prices for the same grade and quality being offered on the city markets. His products may be fresher it is true and a little more desirable than those that have been either shipped or hauled to the city markets but the consumer who drives into the country with the expectation of gaining some advantage in price or quality is entitled to consideration. In the second place the patron of the roadside market frequently expects to secure products at greatly reduced prices or to purchase small quantities at the same rate as is charged for large lots.

In many fruit and vegetable sections elaborate roadside markets have been established, in some cases one person acting as salesman for a group of producers. In a few cases roadside markets are being conducted purely upon a speculative basis, the person conducting the market not being a producer but simply buying and selling. This method will, in our judgment discredit the legitimate roadside market and its development should not be encouraged. A roadside market, like any legitimate business must, to be successful, be organized on sound practical business principles and the customer must be made to feel that he is securing some advantage in compensation for his own efforts. The farmers who are conducting roadside markets may well learn from their neighbors the proprietors of road houses and village hotels that have gained a reputation for good meals. One motorist tells another about the good dinners that he has secured at these places and every well satisfied customer becomes a traveling advertisement.

Extension Horticulturists in cooperation with Federal, State and local marketing agencies, can be of great assistance in promoting a businesslike and logical development of roadside markets, owned and operated by the producers themselves. State specialists and county agents can doubtless be of great help in organizing those who sell the products of their farms through roadside markets for standard grading and packing. If a whole community or country-side offer their products in standard containers and uniformly graded that community will soon acquire a reputation for its products. We will appreciate from time to time reports as to the best methods of organizing and conducting these markets.

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STATE AND COUNTY FAIR EXHIBITS.

State, county and local fairs and exhibitions are now about over for the season and it is a good time for extension workers to pause a moment and reflect upon the results. In reviewing the type of these exhibits one is struck by the fact that the same ideas were brought out at the different fairs. Improvement of the home and living conditions of farm people was given a prominent place in the exhibits of most of the Agricultural Colleges. The "single idea" exhibit was more in evidence than in past years. Several very effective fruit and vegetable exhibits were staged by extension workers but in nearly all cases these exhibits showed the results of demonstration work in a graphic and effective manner. For example, one exhibit which showed the results of the spraying demonstration consisted of a large and small pile of apples representing the marketable and unmarketable product of the sprayed plot : and alongside a small and large pile from the unsprayed plot. The placing of the actual fruit in the exhibit was much more effective than pictures or placards. However, the pictures and explanatory cards were used in the background.

There can be no question as to the value of exhibits for showing the results of demonstration work, but the exhibit that drives home the one idea is most effective. A number of photographs have been received in this office illustrating the best type of exhibit and we will appreciate additions to our collection.

Our attention has been called to some splendid exhibits made at State and county fairs by some of the extension men. In Wisconsin, Mr. F. R. Gifford had a striking exhibit showing the benefits of demonstration fruit spraying. The crop of marketable and unmarketable fruit from sprayed and unsprayed trees was shown, together with the materials used in spraying, also illustrations showing when each spraying should be made and specimens of fruit attacked by insects and diseases. Figures were given showing the value of sprayed and unsprayed crops. In one case the interest on spraying investment is over 4000%.

In Ohio and Indiana clever designs were used to illustrate landscape planting around the home. In Ohio there was a large painting of a house on canvas together with actual porches built so as to appear to be attached to the house and to make the picture seem real. The Indiana exhibit contained an attractive model house with a canvas painting background. Porch furniture was used to add a homelike touch and actual shrubs were used as in outdoor planting. Sod was used to represent the lawn. The whole effect was very realistic and attracted a great deal of favorable attention.

Indiana also had a splendid painting representing actual field potato growing conditions in the demonstration of seed selection and at the front end of the painting tables covered with earth were arranged to represent the actual crop results. Hills of dug potatoes were so placed that they ^{contained} the rows of growing vines on the painting. This showed in a striking way the actual results in crop and in vine growth of the use of different grades of seed used in Indiana.

AMONG THE EXTENSION WORKERS.

Thursday, October 14, was county wide sweet potato day in Ocean County, New Jersey. The "get together" of interested farmers was held at the home of Mrs. Janette Johns near Toms River. This demonstration meeting was held for the purpose of calling attention to the results obtained in the sweet potato variety and fertilizer demonstrations conducted by Mrs. Johns under the direction of County Agent Waite and Mr. C. H. Nissley, Extension Specialist in Vegetable Gardening for the College. Ocean County soils are very sandy and suited to the growing of sweet potatoes, furthermore Ocean County needs another money crop and very little attention has been given to the development of the sweet potato industry. The demonstrations were planted with a view to bringing out the possibilities of increasing yields by the use of fertilizers also to call attention to a number of varieties that are adapted to growing in this region. The success of the demonstration was due largely to the enthusiasm of Mrs. Johns and the untiring energy of Mr. Waite.

Before the time for the demonstration meeting Mr. Nissley and Mr. Waite had dug the variety and fertilizer demonstrations, had graded and weighed the products and computed the results in the terms of yields per acre. Suitable placards had been prepared showing the variety fertilizer treatment and yield. An attractive hamper of each lot had been selected for exhibit and everything was in readiness for the demonstration meeting which was advertised for 2:00 P. M. on the lawn of Mrs. Johns' home.

There were about 60 persons present from various parts of the county and the meeting took the form of a round-table discussion of the best methods for making the sweet potato an important money crop for Ocean County. Mrs. Johns told her story of how she came to undertake demonstration work, how pleased she was with the results, and stated that she would be in position to furnish the farmers of the county with a limited supply of plants of the most promising varieties of sweet potatoes for next year's planting. Numerous questions were asked regarding the best fertilizers and methods of culture to secure the maximum yield of marketable sweet potatoes. Instructions were also given relative to the proper harvesting, grading, storage, and marketing of sweet potatoes. While the number of persons attending the demonstration was not large, everyone came with a definite purpose and the demonstration was a very great success.

Following the meeting, Mrs. Johns served baked sweet potatoes of two of the most promising varieties. This was the clincher of the whole demonstration. The outstanding points in this demonstration were first, a demand for the work, second, a clearly developed plan and third cooperation in carrying it through to a successful conclusion including the spreading of the results through field meeting.

the first time in the history of the world, that the
whole of the human race, in all its parts, were
subjected to a common law, and that all men,
from the most ignorant savage to the wisest
philosopher, were equally bound by it. This
was the grand principle of the revolution,
and it was the main cause of the success of
the revolutionaries. It was the cause of the
revolutionaries' victory over the royalists.
It was the cause of the revolutionaries'
victory over the Americans.

The revolutionaries' victory over the Americans
was due to the fact that the revolutionaries
had a common law, and that all men,
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Prof. Close has recently made a trip to New Jersey, Massachusetts, Vermont and Delaware. These States were visited last spring and a full report of the work under way was given in a former copy of the Extension Horticulturist. This report will, therefore, be a brief one of progress.

In Vermont, Prof. Cummings is alone in his department, and after doing his college teaching and experiment station work, he has little time left for extension activities. Most of his extension work is necessarily advisory and is conducted largely through correspondence.

Mr. Van Meter reports that about 80% of the bridge grafting done in Massachusetts last spring on rodent injured fruit trees, has proven successful. Some fine results in fruit yields are being obtained in the permanent demonstration orchards and the work generally is showing up well. Mr. Cole is doing excellent work in the building of apple storage cellars under barns and other buildings and at the agricultural high schools; in cooperating with by-products factories in manufacturing apple butter and sterilized cider; in the canning of fruits and vegetables and making of jams, jellies, etc., in cooperation with people who do this work commercially and market in glass containers only; and in the home storage of small amounts of apples, potatoes and root crops.

The newest feature in fruit demonstration work in New Jersey is the use of paradichlorobenzene in killing peach tree borers. An ounce or less of this material is placed on the ground in a ring around, and 2 or 3 inches distant from, the trunk of each tree more than 6 years old and covered with earth. The fumes given off are destructive to borers and kill all they reach. In his apple demonstration spraying, Mr. Mason has used self boiled lime sulphur exclusively this season. The results in fruit work in New Jersey are excellent.

In Delaware, Prof. McCue's increased administrative duties have limited his orchard demonstration work, but some good results of pruning, spraying, etc., are evident.

Prof. L. C. Corbett, Head of the Office of Horticultural and Pometological Investigations of the Department has just returned from a trip through France, Belgium, Holland, and Southern England where he made a study of horticultural conditions with relation to their influence upon the development of the horticultural interests of this country. Prof. Corbett has promised to give us a brief write-up of his trip for a later issue of The Extension Horticulturist.

Prof. Roy E. Marshall, formerly Extension Horticulturist at Blacksburg, Virginia, and later with the Fruit Grower at Chicago, has accepted a position on the Horticultural staff of the Michigan Agricultural College at East Lansing, Michigan. The Extension Horticulturist wishes Prof. Marshall success in his new field of work.

RECENT HORTICULTURAL VISITORS IN WASHINGTON.

Prof. L. G. Schermerhorn, head of the Vegetable Gardening Work of the College at New Brunswick, New Jersey and Mr. C. H. Nissley, Extension Specialist in Vegetable Gardening for New Jersey spent the 15th and 16th in Washington studying the varieties of sweet potatoes that were being harvested at the Arlington Experimental Farm. Prof. Schermerhorn and Mr. Nissley also had an opportunity to meet a number of the Department workers and get a general idea of the work being conducted, especially, in vegetable lines. We enjoyed their visit and hope they will come again when they have longer to stay.

Prof. H. F. Tompson, head of the Department of Vegetable Gardening at Amherst, Massachusetts, was in Washington on the 21st attending a meeting of the joint committee on nomenclature of varieties of American vegetables. This committee consisted of Mr. Josiah Livingston of the Livingston Seed Company, Columbus, Ohio, Mr. C. N. Keeney of Le Roy, New York, Mr. F. C. Stokes of the Stokes Seed Company, Moorestown, New Jersey and Mr. Edwards of the Burpee Seed Company, Philadelphia, Pennsylvania, representing the Seed Trade Ass'n., Prof. H. F. Tompson and Prof. T. C. Johnson, Director of the Virginia Truck Experiment Station at Norfolk representing the colleges and experiment stations and Dr. D. N. Shoemaker and Mr. J. E. W. Tracey representing U. S. Department of Agriculture.

Prof. H. C. Thompson, formerly of this Department and now in charge of the vegetable work of the New York State College of Agriculture at Cornell University has been in Washington during the month of October doing special research work along horticultural lines.

A CORRECTION.

In the last paragraph on page 4 of the Extension Horticulturist for October, 1920, it is stated that Prof. Alderman and Mackintosh are doing breeding work with plums; - this fruit breeding work is really being done by Dr. M. J. Dorsey; the fruit breeding station is at Zumbra Heights.

MEETING OF THE A. S. H. S.

The American Society for Horticultural Science will have a three days' session at Chicago during the last week in December. We would like to have the extension part of the program as strong as possible and wish every extension man in fruit, vegetable and landscape work would prepare a short paper on his problems, method of attack, and results, for that occasion. If you cannot be present send your report to be read at the meeting.

W. R. Beattie,
Extension Horticulturist.

C. P. Close,
Extension Pomologist.

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